

What Is Claimed:

1. A packaging system for absorbent products, said packaging system comprising:
 - 5 a. an absorbent product;
 - b. a container enclosing said absorbent product, said container including an external surface;
 - c. a consumer message label attached to said external surface of said container, said consumer message label including a first swatch, wherein said first swatch includes a first predetermined feature and is available for direct sensory touch without opening said container.
- 10 2. The packaging system as in claim 1, wherein said absorbent product in said container is a feminine care product.
- 15 3. The packaging system as in claim 1, wherein said absorbent product in said container includes said first predetermined feature.
4. The packaging system as in claim 3, wherein said first swatch comprises at least a portion of said absorbent product having said first predetermined feature.
5. The packaging system as in claim 1, wherein said external surface of said 20 container includes advertising of said absorbent product.
6. The packaging system as in claim 5, wherein said consumer message label is attached to said external surface adjacent to said advertising of said absorbent product.
7. The packaging system as in claim 1, wherein said consumer message label 25 further includes a cover adjacent to said first swatch, said cover having an aperture through which said first swatch is available for direct sensory touch without opening said container.
8. The packaging system as in claim 1, wherein said consumer message label further includes a backing surface attached to said external surface of said 30 container.
9. The packaging system as in claim 8, wherein said consumer message label further includes a cover proximate to said backing surface, said cover

including an aperture through which said first swatch is available for direct sensory touch without opening said container.

10. The packaging system as in claim 1, wherein said consumer message label further includes a second swatch, wherein said second swatch includes a second predetermined feature and is available for direct sensory touch without opening said container.
- 5 11. The packaging system as in claim 1, wherein said consumer message label is removable from said external surface of said container without damaging said container.
- 10 12. The packaging system as in claim 1, wherein said consumer message label further includes advertising of said predetermined feature.
13. The packaging system as in claim 12, wherein said advertising of said predetermined feature is printed on said consumer message label.
14. The packaging system as in claim 12, wherein said advertising of said predetermined feature is embossed on said consumer message label.
- 15 15. The packaging system as in claim 1, wherein said consumer message label substantially conforms to said external surface of said container.
16. The packaging system as in claim 1, wherein said first swatch is available for direct visual perception without opening said container.
- 20 17. A method of communicating an absorbent product feature to a consumer, comprising:
 - a. selecting a first absorbent product feature for communication to the consumer;
 - b. creating a first consumer message label having an exposed surface;
 - c. obtaining a sample of said first absorbent product feature;
 - 25 d. attaching said sample of said first absorbent product feature to said exposed surface of said first consumer message label;
 - e. enclosing an absorbent product in a container; and
 - f. attaching said first consumer message label to said container so that the consumer can directly contact said first sample of said absorbent product feature without opening said container.
- 30 18. The method of claim 17, further comprising advertising said first absorbent product feature on said first consumer message label.

19. The method of claim 17, further comprising:

- a. selecting a second absorbent product feature for communication to the consumer;
- b. obtaining a sample of said second absorbent product feature; and
- 5 c. attaching said sample of said second absorbent product feature to said exposed surface of said first consumer message label so that the consumer can directly contact said samples of said first and second absorbent product features without opening said container.

20. The method of claim 17, further comprising:

- 10 a. selecting a second absorbent product feature for communication to the consumer;
- b. creating a second consumer message label having an exposed surface;
- c. obtaining a sample of said second absorbent product feature;
- 15 d. attaching said sample of said second absorbent product feature to said exposed surface of said second consumer message label;
- e. removing said first consumer message label from said container without damaging said container;
- f. attaching said second consumer message label to said container so
- 20 that the consumer can directly contact said sample of said second absorbent product feature without opening said container.